

AMENDMENT TO CLAIMS

1. (cancelled)

2. (cancelled)

11. (new) A support product for holding unmounted media, the unmounted medium changing shape over time between a restrained shape and an unrestrained shape, the product comprising:

a conforming pad,

the conforming pad having a first side and a second side, where the second side is opposite the first side;

a releasable adhesive in use bonding the first side of the conforming pad to the unmounted medium;

the adhesive in use, as the medium changes shape, causing the first side to change between a substantially planar configuration and a curved configuration;

a fastener for engaging a mounting surface,

the fastener being fixed to the conforming pad; and

the fastener extending outwardly from the second side of the conforming pad.

12. (new) The product of claim 3 wherein the fastener comprises a post having a pointed end distal the second side of the conforming pad.

13. (new) A support product for holding unmounted media, the unmounted medium changing shape over time between a restrained shape and an unrestrained shape, the product comprising:

a conforming pad,

the conforming pad having a first side and a second side, where the second side is opposite the first side;

a releasable adhesive in use bonding the first side of the conforming pad to the unmounted medium; the adhesive in use, as the medium changes shape, causing the first side to move away from the second side so that the first side maintains contact with the adhesive where the adhesive contacts the medium; a fastener for engaging a mounting surface, the fastener being fixed to the conforming pad; and the fastener extending outwardly from the second side of the conforming pad.